

2013 e200 Emerging Leaders Schedule

Wednesday, 5:00pm to 8:00pm, Fresno District Office 801 R Street Fresno, CA 93721

Module	Session	Title	Date
Module 1 Business & Leadership	1	Introduction to Goal-Setting	4/17/2013
	CMG	CEO Mentoring Group 1	4/24/2013
	2	Setting Initial Strategic Growth Goals	5/1/2013
	3	Challenges and Stages of Small Business Growth	5/15/2013
		Growth Plan I Due	
	CMG	CEO Mentoring Group 2	5/22/2013
Module 2 Financial Management	4	Financial Statement Analysis	5/29/2013
	5	Financial Analysis as a Business Tool	6/12/2013
	CMG	CEO Mentoring Group 3	6/19/2013
	6	Understanding How Others See Your Financials	6/26/2013
		Growth Plan II Due	
Module 3 Sales & Marketing	7	Identifying and Targeting Your Ideal Customer Base	7/17/2013
	8	Positioning Your Business Within a Competitive Landscape	7/31/2013
	CMG	CEO Mentoring Group 4	8/7/2013
	9	Sales Strategies, Resources and Systems	8/14/2013
		Growth Plan III Due	
Module 4 Resource Management	10	Human Resources	8/28/2013
	CMG	CEO Mentoring Group 5	9/4/2013
	11	Accessing New Capital: Public and Private Financing	9/11/2013
	12	Accessing New Markets: Doing Business with the Government	9/25/2013
	CMG	CEO Mentoring Group 6	10/2/2013
		Growth Plan IV Due	
	CMG	CEO Mentoring Group 7	10/9/2013
		Final Strategic Growth Action Plan Due	
Module 5 Make It Real	13	Final Presentations of Strategic Growth Action Plans	10/16/2013